

## Questions 2 and 3 – Other Activities

The Council staff met with the Kentucky Professional and Continuing Education Council in Newport May 22. The KPCEC is the statewide association of Kentucky's public universities' professional and continuing education administrators. Discussion focused on Council priorities for postsecondary education in a difficult economy and the role of continuing education as a part of a statewide distance education strategy to meet workforce needs and make postsecondary education more accessible to Kentuckians.

At its July 2 meeting, the Distance Learning Advisory Committee discussed two main agenda items: the "Go Higher" statewide postsecondary advising and recruiting Web portal under the leadership of the Kentucky Higher Education Assistance Authority, and a proposal to expand the role and responsibilities of DLAC. Joe McCormick, executive director of KHEAA, met with DLAC to review the Go Higher site, which is scheduled for completion May 2004. The site will inform Kentuckians about postsecondary education and encourage Kentuckians to pursue postsecondary education. The Council is a lead participant in the project, along with the Kentucky Department of Education. All the institutions in the postsecondary system are encouraged to participate. The site will be free and accessible to all Kentuckians. DLAC also discussed a proposal to expand its scope of review and responsibility to include not just the Kentucky Virtual University but all public postsecondary distance learning in Kentucky. DLAC will discuss the proposal again at its October meeting.

The final media phase of the Go Higher, Education Pays campaign will begin in late July. A series of television and radio ads promoting the value of education will air from late July through early September targeted at adult and traditional learners. Public relations events in major media markets throughout the state are planned to reinforce statewide media and spotlight education success stories in local communities. These events will lay the groundwork for the spring 2004 launch of GoHigherKy.org, a comprehensive education Web portal for the citizens for Kentucky.